How 200+ Brands Build AI-Driven Skincare Shopping Experiences

rev:eve

A Selection of Revieve's Brand & Retail Partners

PAULA'S CHOICE SKINCARE | THE INKEY LIST™ | dermalogica | SUMMER FRIDAYS | N°7

BYOMA | RoC CLINICALLY PROVEN | TATA HARPER® | GROWN ALCHEMIST BIOLOGICAL BEAUTY | RODAN+FIELDS

JCPenney | ♥ CVS | Kate Somerville Skin Health Experts | Boots | Unilever | KIKO MAKE UP MILANO

Proven Business Impact

1.9–3.6x Conversion Rate Improvement	**+30–76%** Average Order Value Increase	**100k+** Emails & Zero-Party Data Captured in 12 Months
10% Improvement in Personalized Email Marketing & Targeting	**5.5x** Longer Session Duration vs. Normal Visitors	**+10%** Customer Acquisition / New Website Visitors

Numbers are when comparing to other visitors on your website who don't use the tool
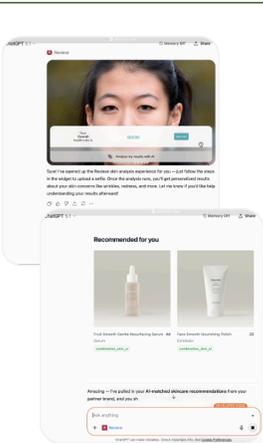
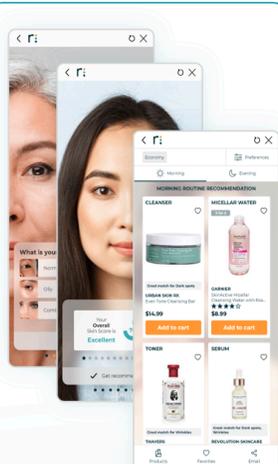## Revieve Skin Platform

ChatGPT App

ChatGPT App
Skin Diagnostics
Product Recommendations

Digital Skincare Advisor

Quiz
Location (UV, Humidity, Pollution)
Skin Diagnostics
Product Recommendations

PDP Personalization
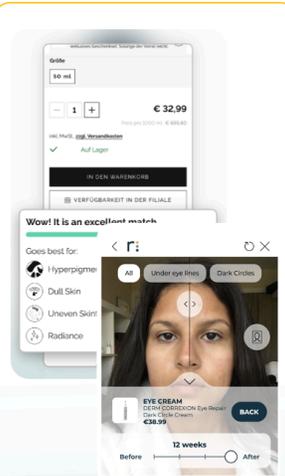
Product Match Scores based on session/profile data

Before / After Simulation on a Selfie

Skin Profile / Diary
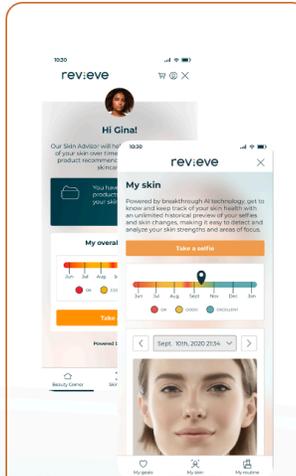
Skin Tracking
Goal Setting
Education
Recommendations
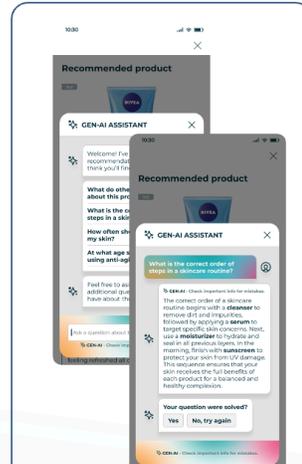
AI Assistant

GenAI
Conversational Assistant

🛒 DTC eCom   📱 App   🏪 Stores   🛒 E-Retail   💬 Social Media Channels

Replacing Quizzes with AI-Powered Experiences

Superior Accuracy

AI-powered skin diagnostics analyze real selfie data instead of relying on subjective self-assessment, delivering clinically validated results consumers trust.

Zero Maintenance Burden

Brands outsource experience upkeep entirely to Revieve — no internal teams needed to maintain question logic, product mapping, or seasonal updates.

Richer Data Collection

Every interaction captures zero and first-party data including skin concerns, goals, preferences, and diagnostics — fueling CRM and personalization strategies.

Advanced Experiences

Go far beyond simple Q&A with AI skin analysis, PDP personalization, before/after simulation, conversational AI assistant, and long-term skin tracking.

Proven ROI

Brand partners consistently see 1.9–3.6x conversion lifts, 30–76% AOV increases, and 5.5x longer session duration vs. traditional quiz-based approaches.

Platform Capabilities

Digital Skincare Advisor

Complete AI-powered skincare experience combining smart quiz, selfie-based skin diagnostics, location intelligence (UV, humidity, pollution), and personalized routine recommendations with add-to-cart.

PDP Personalization Add-On

Personalize every Product Detail Page in real-time with match scores, skin concern relevance, and tailored messaging based on each visitor's unique skin profile data.

Conversational AI Skin Assistant

GenAI assistant embedded in the skincare experience, answering consumer questions about products, ingredients, routines, and skin concerns in natural conversation.

Skin Profile & Tracking (Pro)

Persistent user profiles with skin metric tracking over time, goal setting, personalized education, and continuously evolving routine recommendations based on progress and seasonality.

Before / After Skin Simulation (VTO)

AI-driven skincare treatment results visualization — shows consumers projected improvements on their own selfie, powered by measured skin metrics, not generic beauty filters.

Driving Results Across the Customer Journey

Acquisition	Conversion	AOV Growth	Data Capture	Retention
Selfie-based experiences attract new visitors & capture email + zero-party data	Personalized product recommendations convert browsers to buyers at 1.9–3.6x higher rates	Routine bundles and PDP add-on drive 30–76% higher average order values	Every touchpoint collects rich zero & first-party data for CRM, retargeting & personalization	Skin tracking, profiles & AI assistant create ongoing engagement that builds loyalty

Testimonials

Real Clients, real Results

TROPIC

" Great results compared to our old skin quiz and love outsourcing changes and optimization to Revieve. A true partner.

Ready to transform your skincare shopping experience? revieve.com